



A Guide to
Publication Style and
Visual Standards

August 2011

STEVENSON
UNIVERSITY
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Introduction: Publication Style and Visual Standards

As an institution of higher learning, Stevenson University strives for clear, accurate, high-quality and unified publications in order to sustain and support a consistent brand image for all of its diverse constituents.

Adopted initially by the Administrative Council in 2002, the Guide is revised annually and offers editorial guidelines, instructions about logo use, and how to produce a publication. It also provides answers to issues that relate solely to Stevenson, such as building names.

Publications and materials are produced and centralized through the University's Marketing and Public Relations Office. While most projects are produced internally, some projects may be handled externally, all under the project management of the Marketing and Public Relations Office. Of note, all external print projects fall under the print management services of the University's Director of Visual Communications.

Publication style is the way we present ourselves as an organization through written words, whether in print or online. Consistency in writing lets the reader concentrate on the content without being distracted by variations in spelling and punctuation. Having a set **editorial style** offers a quick answer to what might take more time and research to resolve.

Similarly, **visual standards** convey a coordinated look and style to our audiences. These standards convey a consistent brand image in all publications and communications, and also serve to make the work of staff and vendors easier, more cost-effective, and more efficient.

This Guide is not intended to be comprehensive. We have addressed some of the most common issues. Much of the material in this book is based on the *Associated Press Stylebook and Libel Manual*, and *Webster's New World Dictionary*, Third College Edition. For an individual's title, degrees, and middle initial, we defer to the current print version of the catalog.

For publication and graphics style issues that are not addressed here, please contact the Marketing and Public Relations Office at 443-352-4482.

Chapter 1: Style

Stevenson University (official short blurb)

Stevenson University, founded in 1947 as Villa Julie College, has more than 3,900 students pursuing bachelor's and master's degrees. The third-largest independent university in Maryland, Stevenson is a national leader in career-focused education.

(Use verbatim if a short description is needed. Contact marketing if a longer description is needed.)

Academic Matters

academic and fiscal years

Fiscal years use only the year of the final months; academic years show the year of the first and final months. Spell out and lowercase the words. The forms below are acceptable. Choose one and use it consistently.

fiscal year 2009, academic year 2009–2010, academic year 2009–10, academic year '09–'10, the 2009–10 academic year, the '09–'10 academic year

Abbreviations are appropriate in charts, in heads, and when the terms are used extensively in running text, giving due consideration to the intended audience. Choose one and use it consistently.

FY04, FYs04–05 (three 12-month periods), FY04 and FY05, AY03–04, AYs04–05 (two years)

academic degrees

A Bachelor of Arts, a bachelor's degree, a Master of Fine Arts, an M.F.A., a master's

She has a Bachelor (or Master) of Arts degree in English literature.

He is getting a master's in dance. (Note: Not "his" master's)

She has nearly completed an M.S. in mechanical engineering. (M.A., Ph.D., LL.D.)

Honorary degree recipients (nonalumni): Steve Forbes H '09

academic grades

Capitalize and use *italic* typeface, e.g., *A*, *B+*.

academic majors

Lowercase general references, e.g., biology major, unless the major itself is a proper noun, e.g., English language and literature.

advanced degrees

No comma between multiple degrees, e.g., John Smith '99 '04 M.Ed.

awards

Capitalize full, correct names; otherwise, lowercase the description.

the Rose Dawson Award for Teaching Excellence
(but, the award for outstanding teaching)

Nobel Prize in chemistry, Nobel Peace Prize, Nobel laureate

class

Lowercase: class meeting, class officers, class reunion (but the Class of 2008, Class Notes). Do not capitalize class years, i.e., freshman, sophomore, junior, and senior.

course titles

Use Roman type, without quotes, for full, correct course titles. Use initial caps as for a book title: first and last words have initial caps; otherwise, articles, conjunctions and prepositions do not—no matter how long they are.

Art and Architecture in Rome (but Roman art and architecture)

Introduction to Operating Systems (but intro to operating systems)

The Great Composers: Lives and Music (but lives and music of the great composers)

The United States from Emancipation through World War II, 1865–1945 (but American history, 1864–1945)

credit hours

The preferred term on first occurrence is credit hours, which may be shortened in subsequent reference to credits or hours. (Example: 3 credit hours)

degrees, majors, concentrations, tracks, fields

If mention of degrees is necessary to establish someone's credentials, avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology (Note: not "his" doctorate; not "his" master's)

Use abbreviations such as B.A., M.A. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name—never after just a last name.

When used after a name, an academic abbreviation is offset by commas. Kevin J. Manning, Ph.D., spoke. Judith A. Feustle, RN, Sc.D., taught the course. Note: For faculty and staff, only list degrees at the doctoral level.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference (not, Dr. Sam Jones, Ph.D.).

Uppercase degree if it is the full name. Use an apostrophe in bachelor's, etc.

Bachelor of Science in Chemistry, chemistry degree, bachelor's in chemistry, history, English
bachelor's degree, master's degree

Nursing degrees do not use periods. Judith Feustle, RN

freshman, freshmen

Freshman is a singular adjective and a singular noun; freshmen is a plural noun.

She is a freshman.

She is one of 850 freshmen who began classes at Stevenson.

She enrolled in freshman classes.

grade point average

Spell out on first reference; GPA (no periods) is acceptable on second reference.

program

Capitalize only when it is part of a proper name, otherwise lowercase.

the Honors Program

semesters

Do not capitalize references to semesters.

the fall semester

She is attending class in the summer session.

He is taking a leave of absence in spring 2009. (or spring '09)

Date, Time, and Numerical Matters

months

Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec., and write out March, April, May, June, and July. Do not abbreviate months when they stand alone or with a year alone but no date.

She took her first exam on Sept. 17, but her next exam will not be until February 2010.

Exception: In formal text and invitations, months may be written out, even if with a specific date. When announcing events, include the day of the week.

The dinner will be held on Monday, September 19, at 6 p.m.

spelling out numbers

In running text, spell out whole numbers one through nine, both cardinal, e.g., one, and ordinal, e.g., first, and common fractions. Use numerals for the rest, with exceptions as noted.

Nine books, 19 books, three boys, 30 boys, nine innings, 10 innings, first book, ninth book, 30th boy, 10th inning, 15th, 22nd, two-thirds of the voters (but 15/16), 3 1-16, three-by-five inch index cards

beginning a sentence: Spell out numbers even if that introduces inconsistency. If that's cumbersome, rewrite the sentence.

Four hundred students attended the Commencement ceremony. Sixty-two percent of the people ... Twelve of the 24 credit hours are ... (Note, instead of writing: Five thousand six hundred and fifty-two tickets were issued, revise the sentence. Police issued 5,652 tickets.)

using numerals

Use figures for times, measurements, decimals, fractions, percentages, sports scores, and ages.

10 ounces, 7.1, 8 percent, final score was 6-3, the child was 5 years old

comma: Use commas in numbers of one thousand or larger, except for pages, years, addresses, organizational chapters, decimal fractions of less than one, and test scores, e.g., SAT: 1700

decimal: Do not use a decimal point in large numbers in running text.

He donated \$10,000 (not \$10,000.00)

inclusive numbers: Use en-dashes or words for inclusive numbers: 5-12, 1590-1610, from 1590 to 1610

large numbers: Use about or approximately to avoid suggestion of a precise number: about 9,000 people, approximately 10,000 people; use "million" or "billion" instead of series of zeroes; e.g., 3 million people, 4 billion stars

No.: When the word number is used with a figure to express a ranking, use No. (capitalized).

Stevenson lacrosse had a No. 1 ranking.

percentages: Use numbers when using percentages and do not use the percentage sign: 5 percent, 50 percent

phone numbers: Use a hyphen after the area code in phone numbers, rather than enclosing it in parentheses: 410-486-7001.

plural numbers: Add an "s" to make numbers plural: nines, sevens, 20s, 240s, 4 1/2s, 1920s

time: Use figures except for "noon" and "midnight." Use a colon to separate hours from minutes. Use 10 a.m. rather than 10:00 a.m. Avoid redundancies, such as "1 p.m. this afternoon."

units of measurement: Use numerals with abbreviated units of measurements or symbol.

5 mph, 8 mm, 3 1-2", 36", \$.04, \$6 billion, from \$6.75 to \$8.00, but from \$6 to \$8 (use zeros after the decimal if other numbers are decimal fractions)

years

3 B.C., or BCE (Before Common Era), C.E. (Common Era), the class of '02, June 1, 1989, is ... (not, June 1st, 1989, is ... or June 1, 1989 is ... [need second comma]), April 1, not April 1st

For centuries, lowercase, spelling out numbers less than 10: the first century, the 20th century

Separate beginnings and ends of time spans by an en-dash in schedules, calendars, lists, reports, but by "to" in articles and stories.

Grammar and Punctuation

abbreviations and acronyms

Avoid abbreviations and acronyms as much as possible. If an acronym is necessary, write out the name on first use and follow with acronym in parentheses.

Maryland Higher Education Commission (MHEC)

When abbreviating academic degrees, use periods, e.g., B.A., B.S., M.A. Use United States as the noun, but U.S. as the adjective.

We live in the United States. The dollar bill is U.S. currency.

addresses

Postal address: Spell out state, Avenue, Street, and Boulevard as well as Apartment, North, South, East, West if necessary. Commas between city and state. Use only one space between state and zip code.

Stevenson University
1525 Greenspring Valley Rd.
Stevenson, Maryland 21153-0641

Stevenson University
100 Campus Circle
Owings Mills, Maryland 21117-7803

ages

Use numerals: "She was 4 years old." When following a name, separate by a comma, e.g., "John's children, Louis, 4, and Michael, 2." When used as an adjective before a noun or as a substitute for a noun, use hyphens, e.g., "He also has a 4-year-old daughter."

ampersand

Use the ampersand when it is part of a company's formal name. Baltimore & Ohio Railroad. **The ampersand should not otherwise be used in place of *and*.**

apostrophe

before class years: '09 (note position of apostrophe)

following proper names ending with s: Phyllis' cat, The boss's office

with possessives: three years' worth, Phyllis' book

with the letter s: Add "'s" to singular common nouns unless the next word begins with an s: the boss' staff.

as well as

This is not preceded by a comma.

bulleted lists

Vertical lists, whether bulleted or numbered, should:

- Contain at least three items, preferably, and never just one.
- Be used to highlight text or make it more easily accessible.
- Have text preceding it, never just a head.

Use the following rules for vertical lists:

- End the lead-in text with a colon if it is directly introductory or use appropriate terminal punctuation if it is not (as in the run-in heads list, below).
- Use the initial caps and terminal punctuation for items that are full sentences.
- Avoid initial caps and terminal punctuation for sentence fragments, including the final item.
- Make the items grammatically parallel. Begin with the same grammatical construction, such as a verb.
- Avoid mixing sentence-fragments and complete sentences in the list.
- Avoid bulleted lists within bulleted lists; rewrite as necessary.
- Use numbers instead of bullets only when the sequence or the hierarchy of the items matters or when the items will be referred to (usually in the text) by number.

- Do not set off the next-to-last items with “and.”
- Alphabetize or put the items in a logical order.
- Do not use a colon after the words includes, included or including, unless they are followed by bullets.

Run-in heads for bulleted items look like those below. Be consistent—use the same style for every entry on the list.

- Information Sessions. One of the greatest strengths of the ...
- Graduate and Professional Studies (GPS) information sessions are known for ...

collective nouns

Nouns that denote a unit take singular verbs and pronouns. Examples of these nouns include class, group, jury, orchestra, and team.

The committee is meeting soon.

colon

Use a colon to introduce a formal statement. Capitalize the first word after a colon only if it is the start of a complete sentence or a proper noun. Use a colon to introduce a series. Place colons outside quotation marks or parentheses.

There were four requirements: timeliness, accuracy, brevity, and creativity.

The professor said this: There is a 20-page paper due before the semester’s end.

She called her list, “Movies to Watch”: *Casablanca, Citizen Kane, Notorious ...*

comma

adjective: Use a comma between adjectives if the word “and” works equally well: an active, involved freshman class. Do not use a comma between adjectives if you cannot replace the comma with the word “and”: the old training facility.

clauses: Use a comma to separate clauses only if each clause contains a subject and verb: Chip Rouse invites each class to a medieval feast, and she hopes to do so next year. But, Chip Rouse invites each class to a medieval feast and hopes to do so next year.

essential, nonessential clauses: An essential clause contains required information and does not need commas. Set off a nonessential clause, one that contains extra information, with commas. Jack’s friend Jill climbed up the hill. (Jack has more than one friend; “Jill” is essential and not set off by commas). His mother, Jane, waited at home. (He has only one mother; giving her name was not essential.)

serial comma: Use commas to separate elements in a series.

The flag is red, white, and blue.

He would nominate Tom, Dick, or Harry.

I had orange juice, toast, and ham and eggs for breakfast.

parenthetical: On March 2, 1993, ... in Stevenson, Maryland, there ...

dash

em-dash: This long dash is used for parenthetical remarks or abrupt changes of thought, epigraphs, and datelines. Do not include spaces around the dash.

Growth was the watchword, as was the mission of the school—to provide opportunity for students from every circumstance.

en-dash: This short dash is shorter than an em-dash but longer than a hyphen. It is used for continuing or inclusive numbers or words. Do not include spaces around the dash.

2008–2009, Baltimore–Washington region, pages 7-12

ellipsis

Treat an ellipsis as a three-letter word, constructed with three periods and two spaces, as shown above. Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents. Avoid deletions that would distort the meaning.

Note: If the words that precede an ellipsis constitute a grammatically complete sentence, either in the original or in the condensation, place a period at the end of the last word before the ellipsis. Follow it with a regular space and an ellipsis: I no longer have a strong enough political base. ...

exclamation point

Use the mark sparingly—the rule of thumb is only one per piece/communication/screen—to express a high degree of surprise, incredulity or other strong emotion. AVOID OVERUSE! End mildly exclamatory sentences with a period.

“How wonderful!” she shouted.

Place the mark outside quotation marks when it is not part of the quoted material.

I despised the book chapter, “We Don’t Need No Education”!

Do not use a comma or period after the exclamation point.

“Halt!” said the captain.

hyphen

Use a hyphen to avoid ambiguity: She was a true-blue friend.

Never hyphenate words ending in “ly” and adjectives.

the newly elected president.

Also, do not hyphenate (when used as nouns or adjectives).

African American, Korean American, Mexican American

parenthesis

fragment: Place a period outside a closing parenthesis if the material inside is not a sentence (such as this fragment).

sentence: (An independent parenthetical sentence such as this one takes a period before the closing parenthesis.)

phrase: When a phrase placed in parentheses (this one is an example) might normally qualify as a complete sentence but is dependent on the surrounding material, do not capitalize the first word or end with a period.

period

In text, follow a period with a single space before beginning a new sentence. Computers offer proportional spacing to text, making the former “typewriter” rule of two spaces after a period unnecessary.

quotation mark

The period and the comma always go within the quotation marks.

He said he was “shocked and dismayed by the incident.”

“I have no intention of leaving,” she said.

The dash, the semicolon, the question mark, and the exclamation point go within the quotation marks only when they apply to the quoted matter. They are placed outside when they apply to the whole sentence.

Who wrote the magazine article, “How Students Learn Best”?

He asked, “How long will it take?”

Only use quotation marks for comments that can be attributed to someone and always include the attribution.

semicolon

Use a semicolon to indicate a greater separation of thought than a comma can convey, but less than the separation that a period implies.

link: Semicolons may also be used to connect two closely related sentences, avoiding comma splices or run-on sentences. Use a semicolon when a coordinating conjunction such as “and,” “but,” or “for” is not present.

We set some lofty goals with our Strategic Plan; one year later, we’ve already accomplished a great deal.

series: Semicolons separate the elements of a series when the elements themselves include commas. Do not use semicolons if commas will work.

He has a son, John Smith; three daughters, Jane Smith, Mary Smith and Susan Smith; and a sister, Martha.

spacing

Please use **only one space after a period at the end of a sentence**. Two spaces, once required for typewritten copy, are no longer used.

Stevenson University

buildings on campus

Locations are noted in parentheses: Greenspring (GS) and Owings Mills (OM)

Caves Sports and Wellness Center (OM): Use the formal name at first reference. Additional references may use Caves.

Cuvilly Faculty-Student Exchange (GS): Use the formal name at first reference. Additional references may use Cuvilly.

Dawson Center (GS): Use this name in all references. (Note: The official name of the building is the Rose Dawson Academic Center.)

Garrison Hall (OM): Use the formal name at first reference. Additional references may use Garrison.

Francis X. Pugh Courtroom (OM): Use formal name at first reference. Additional references may use Pugh Courtroom.

Howard S. Brown School of Business and Leadership (OM): Use Brown School of Business and Leadership.

Inscape Theatre (GS): Use formal name. (Note: spelling of theatre)

Knott Hall (GS): Use formal name at first reference. Additional references may use Knott.

Manuszak Center (GS): Use this name in all references. (Note: The official name of the building is the Carolyn Manuszak Student Union.)

Mueller House (GS): Use formal name.

Menning Meditation Center (GS): Use this name in all references. (Note: The official name of the building is the Carol Lee Menning '69 Community Meditation Center and Labyrinth.)

Mustang Stadium (OM): Use formal name.

Owings Mills Gymnasium (OM): Use formal name.

Ratcliffe Community Center (OM): Use formal name at first reference. Additional references may use Ratcliffe Center. (Note: formerly the Avalon Community Center)

Rockland Center (OM): Use formal name at first reference. Additional references may use Rockland.

St. Paul Companies Pavilion (GS): Use formal name.

Villa Julie Administration Building (GS): Use formal name.

Wooded Way (OM): Use formal name. In addition to serving as a residence, the building houses the Office of Career Services at Wooded Way and Learning Beyond.

Residences:

Avoid the term “dormitory” or “dorm.” Use “residence” or “residences” or “residence halls” instead. There are 13 residences on the Owings Mills campus.

Belfast Hall
Cromwell Hall
Dulaney Hall
Greenspring Hall
Herring Run Hall
Long Green Hall
Patapsco Hall
Shawan Hall
Susquehanna Hall
Wakefield Hall
Western Run Hall
Wooded Way
Worthington Hall

campuses

Greenspring campus
Owings Mills campus

Convocation

Capitalize this event name.

Commencement

Capitalize this event name.

Founders Day

This day commemorates the first day of classes at Villa Julie College on Oct. 1, 1947.

Great Oaks Society

Use The Great Oaks Society. Donors are Great Oaks Associates.

Homecoming and Family Weekend

Formerly called Villafest, the event invites alumni, students, families, faculty, staff, and friends to campus for activities and events.

Honors Program, honors student

independent university

Do not use “private.”

Mustangs

This name is used for all Stevenson athletic teams. Stevenson is a Division III school.

Schools

Stevenson University has the following six schools: Brown School of Business and Leadership, School of Design, School of Education, School of Graduate and Professional Studies, The School of Humanities and Social Sciences, School of the Sciences.

Stevenson University

On first reference, use the complete name. Upon next reference, use Stevenson, SU, or the University. (Note: The capitalization of University differs from AP.)

The University was founded in 1947. SU has a winning men’s lacrosse team.

Use “University“ (capitalized) when it is Stevenson-specific.

The University offeres several housing options.

When looking for a university to attend, students consider several options.

SUOne Card

The Nick Mueller Society

Use The Nick Mueller Society. Donors are either Nick Mueller Members or Nick Mueller Associates.

The Stevenson Fund

The Stevenson Fund is always capitalized.

Your support of The Stevenson Fund is greatly appreciated.

Titles

Board of Trustees

On first reference, use Stevenson University Board of Trustees. Upon next reference, use the Board of Trustees, the Board, or the Trustees. Capitalize Board Member and Trustee. (Note: The capitalization of Board of Trustees differs from AP.)

He is a Board Member.

The Trustees met yesterday.

book, play, television, workshop titles

Capitalize the first and last word of the title along with all verbs, nouns, and principal words. Capitalize all prepositions and conjunctions of four or more letters in a title.

One Flew Over the Cuckoo's Nest

Italicize titles of plays, books, artworks, television shows, radio shows, movies, journals, magazines, newspapers, newsletters, long poems published as books, and gallery and museum exhibitions.

Do not italicize shorter works, such as magazine articles and lectures; use quotation marks. Use quotation marks for song titles.

The Bible and reference works are capitalized only; do not use quotation marks or italics. This includes almanacs, directories, dictionaries, encyclopedias, and handbooks.

department titles

Use lowercase except for words that are proper nouns or adjectives or when “department” is part of the official and formal name.

The Department of Mathematics, the Department of History; mathematics department, history department (but English department)

medical titles

On first reference, use John C. Smith, M.D. (Note: periods after M and D, no spaces.) On the next reference, use Dr. Smith or Dr. John Smith. When referring to two or more physicians, it is appropriate to use Drs. John C. Smith and Susan R. Doe on the first reference. When listing physicians, use M.D. after name.

professional titles and positions*

Capitalize and spell out titles. (Note: The capitalization of titles differs from AP.)

Kevin J. Manning, President of Stevenson University, spoke. Tracy Bolt, Registrar, went to the meeting. She asked Department Chair Chris Roberts about the event.

After the first reference to a person's full name, use only the last name, unless it is a more informal piece, in which case the person's first name may be used. Use "Dr." before a name only when the individual has a medical degree. Do not use Dr. before a faculty member's name.

Alexander E. Hooke, Ph.D., teaches philosophy. Hooke has worked at Stevenson since 1978.
Alex has worked here since 1978.

The operative word for faculty is an "of" before their discipline.

instructor of _____

professor of _____

*For other faculty members and staff member titles, follow the print version of the University's official catalog.

Sisters

On first reference, precede the full name with the title Sister and follow the name with a comma and the denotation (Snd, RSM, etc., if applicable). Subsequently, use Sister followed by the first name. Do not use the abbreviation Sr.

Trademarks/Intellectual Property

The University undertakes a formal legal process to obtain certain trade or service marks and must therefore use them correctly in order to protect the marks. The following should be used:

Career ArchitectureSM

*Career Architecture*SM is italicized. It requires the SM the first time it is used in a publication, although it is helpful to use the marks on the front and back pages of publications. (Note: SM is a service mark and indicates an organization's interest in registering a mark. It should be superscripted.)

Career HQ[®]

The [®] should always be used with Career HQ[®]. It requires the [®] only the first time when used in a publication, although it is usually a good idea to use the marks on the front and back pages of publications as well. The [®] should always be superscripted.

themeline

The themeline is officially trademarked; the registration mark, [®], needs to appear at the end of it, superscripted.

Imagine your future. Design your career.[®] is used with the University logo. It is italicized if used on its own.

Web

email addresses and URLs

When possible, incorporate the address into a sentence. Or, use brackets to enclose a URL or otherwise highlight it. A few considerations: Do not add punctuation to an Internet address. If it is at the end of a sentence, be sure that the period is not part of the address. To break an address into two lines, separate it after a forward slash or before a period. Do not hyphenate and do not underline. Do not insert extra spaces in the address and do not include `http://` in a Web address if the address includes `www`.

My email address <astudent@stevenson.edu> received 400 messages and knocked out the server.

stevenson.edu

terms

email: no hyphenation and lowercase (new for 2011); also *e-business* and *e-commerce*

home page: two words

Internet: capitalize

listserv

login, logon, logoff: one word, but two words in verb form: I log in to my computer.

online: one word, no hyphen

PDF: portable document format, a file format for the Adobe Acrobat reader

Web, the Web

Web page

Web feed

webcam

webcast

webmaster

website: one word (This word has evolved from its original two-word, capitalized status.)

URL (Uniform Resource Locator)

Miscellaneous Words and Terms

affect, effect:

Affect, the verb, means “to influence.”

The score will affect the test average.

Effect, the verb, means “to cause.”

He will effect many changes to the system.

Effect, the noun, means “result.”

The effect was striking.

alumna: female, singular

alumnae: female, plural

alumni: male, plural; Stevenson University uses the term alumni when referring to its graduates if more than one and if at least one is a male

alumnus: male, singular

among, between: Use “among” when more than two objects are involved. Use “between” to show a relationship between only two objects.

a.m., p.m.: Use a space between the number and a.m. and p.m. Write a.m. and p.m. with periods, no spaces: 6 a.m., 10 p.m., from 1 to 3 p.m.

and/or: Avoid using because it is redundant: instead, use “entire” or “both” or “or”.

No: He can eat cake and/or pie.

Yes: He can eat either cake or pie.

Yes: He can eat both cake and pie.

born on: Born on Feb. 22, not born Feb. 22

business names: no quotation marks

campuswide: no hyphen

coeducational: one word, no hyphen

e.g., i.e.: The expression e.g. means “for example” or “such as.” The expression i.e., means “that is” or “namely.” Both are set off by commas in running text.

Stevenson students have internships in many areas, e.g., graphics and business. Stevenson students have internships in two University departments, i.e., the Office of University Advancement and the Office of Information Technology.

entitle, title: Entitle means having the right to something. Title is the name of a publication, song, etc.

He was entitled to the promotion because he increased efficiency by 40 percent. Her first book, titled *Higher Education Makes the Difference*, became a bestseller.

everyone, every one, everybody: Everyone and everybody (one word) refer to all people; every one and every body (two words) refer to individual items. Everyone and everybody are singular pronouns: When every is used as an adjective, the noun it modifies takes a singular verb.

Everybody is ready to go. Every one of us is ready for the project.

everyday, every day: Everyday is an adjective; every day is an adverb.

The 3 p.m. thunderstorm was an everyday occurrence in June. She brought her umbrella every day.

fewer, less: Use fewer when referring to items that can be counted. Use less when referring to an uncountable bulk or quantity.

first: Use appropriately in text. Do not use “first-ever.”

Men’s lacrosse team advanced to the NCAA semifinals and achieving SU’s first No. 1 ranking in any sport.

full time, part time: two words, no hyphen unless used as an adjective.

She works full time. She is a full-time teacher.

fundraising, phonathon and nonprofit: one word, no hyphen (Note: This differs from AP.)

health care: Two words, not “healthcare.”

irregardless: Do not use; instead, use the correct term “regardless.”

it’s, its:

It’s is a contraction of it and is or it and has.

It’s time to learn this rule.

Its refers to possession.

The University has its style guide.

junior, senior: Abbreviate as Jr. and Sr. only with full names of persons. Do not precede Jr. by a comma. Do not use a comma for III or IV. John C. Smith III. Stevenson exceptions: Charles E. “Ted” Herget, Jr.; Steve Close, Jr.

over, more than: “Over” generally refers to spatial relationships. “More than” refers to quantity and numerals.

The plane flew over the city. More than 20 people attended.



QR code: Short for “quick response,” this digital code can be scanned by a smartphone equipped with a camera and a QR code reader app (most of which are free) to send readers to a designated link, image, or ad. Note: If testing one to make sure it’s readable, try it on both an iPhone and an Android.

semifinals: one word, no hyphen

The: Capitalize only if it is a legal name: the Smithsonian Associates (not The Smithsonian Associates), the University of Baltimore (not The University of Baltimore).

For newspaper names, capitalize “the” if that is the way the publication prefers to be known. Lowercase “the” before newspaper names if a story mentions several papers, some of which use the as part of the name and some of which do not.

For book titles and newspaper names, italicize the entire title, including the first *the*.

toward: not towards

T-shirt: not t-shirt or tee-shirt

unique: Avoid this overused word; there are few things that are, in fact, unique.

Chapter 2: Publications

Services and Procedures

To promote consistency and show unity in all Stevenson University publications, the Marketing and Public Relations Office (443-352-4482) manages all publications.

The University's graphic designers provide artistic support, and bid out all print jobs to find the most appropriate printers at the best prices. They follow acceptable and legal procurement law practices. Whether designing or managing a printed publication, the designers see all publications from concept to final product.

Outside design firms generally charge 15 percent of a job's costs to serve as a print manager. Stevenson avoids this fee because the designers handle every aspect of a print job, including overseeing press runs.

Requesting Publications

Begin the publications process by scheduling a meeting with the designers. Print publications require extensive project management to ensure timely bids, production, mail houses, and printer schedules. Complete the Publication Request Form (found on the Marketing and Public Relations website) and bring it with you to the meeting. The most important considerations for your timeline are quantity, mailing needs, and delivery plans. At this time, you may also request copywriting support from the marketing department.

Photography for Publications

The admissions and marketing departments have photography files. If new photographs are required, it is the department's responsibility to hire a photographer and cover the costs. The Marketing and Public Relations Office has a list of recommended photographers and can help coordinate photography shoots. All photography and artwork used in a publication will be kept on file within the marketing department. Call John Buettner at 443-352-4494 to ask about photography needs.

Editing

The Marketing and Public Relations Office provides some editing services to ensure accuracy and consistency. Ultimately, however, it is the department's responsibility to check facts and dates. A point person will need to sign the approval slip before a project goes to press. If extensive copyediting is required, an outside copyeditor may need to be hired.

Presentations

The Marketing and Public Relations Office has created an official PowerPoint template for individuals, offices and departments to use for presentations. Contact the office for a copy of the template.

Chapter 3: Visual Identity

University Logo

In University publications, the logo must appear on the front or back cover, with the exception of formal invitations. In an effort to keep a consistent visual identity, the logo is used in these PMS colors.

Full Color or Duo Tone (PMS 3305 and Black)



One Color Green (PMS 3305)



One Color Black (Black)



White



The University themeline—*Imagine your future. Design your career.®*—should be used in all publications and linked to the logo whenever possible. The themeline is trademarked and requires the superscripted ® at the end. Any exceptions must be reviewed by the Marketing and Public Relations Office.

To download the first logo shown, go to <stevenson.edu/services/mpr/logos.asp>.

Improper Use of the University Logo

Independent Creation



Wrong Colors



Wrong Font



Distorted



Low Resolution/Pixelated



Athletic Department Logos

The primary Stevenson University athletics logo is produced in Stevenson green (PMS 3305) with accents of gray and black. **The athletics logo should not replace the University logo in any academic piece, nor should it be used to promote any non-athletic event or activity.**

Primary Athletics Logo



There are also several alternate athletics logos approved for on-campus use. These logos should not replace the University logo in any academic piece.

Alternate Athletics Logos



School Logos

These are the logos that have been created for each school. They may be used for school-specific pieces, both internally and externally. Please note that each logo incorporates the University's themeline, *Imagine your future. Design your career.*[®] This is important for maintaining the Stevenson brand and is the preferred usage of the school logos. You can use the logo without the themeline but if you do, you **cannot** replace the themeline with any other language.

Brown School of Business and
Leadership



School of Design



School of Education



School of Graduate and
Professional Studies



The School of Humanities and
Social Sciences



School of the Sciences



University Seal

The seal's use is limited to university-wide formal academic functions and publications. It is produced in one of these colors: green (PMS 3305), silver (PMS 877) or gold (PMS 872). To obtain a digital copy of the seal, contact the Marketing and Public Relations Office at 443-352-4482.



Internal Logos

To promote the branding of Stevenson University, departments and groups are discouraged from having separate logos. Multiple logos are often confusing when they proliferate around the campus. Choose a distinctive and recognizable type face (font), rather than an actual logo, and then use the university logo.



Abbreviated Logos

These logos follow University color guidelines and may be used for informal publications without any alteration.

